

**Pengaruh Kualitas Produk, Harga, dan Citra Merek terhadap
Keputusan Pembelian Sepatu Merek Converse dengan Minat Beli
sebagai Variabel Intervening (Studi pada Mahasiswa Universitas Dian
Nuswantoro Semarang)**

IANATUZZULFAH

(Pembimbing : Dr. Amron, SE, MM)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201303003@mhs.dinus.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis variabel kualitas produk, harga, dan citra merek terhadap minat beli dan keputusan pembelian sepatu merek Converse. Pengumpulan data dalam penelitian ini menggunakan kuesioner, yang dibagikan kepada konsumen pengguna sepatu merek Converse di Universitas Dian Nuswantoro Semarang dengan jumlah sampel 206. Teknik pengambilan sampling yang digunakan adalah non probability sampling, dengan salah satu metodenya adalah purposive sampling. Data yang diperoleh kemudian dianalisis dengan menggunakan Structural Equation Modeling (SEM). Berdasarkan hasil penelitian diperoleh bahwa kualitas produk, harga, dan citra merek memiliki pengaruh positif dan signifikan terhadap minat beli sepatu merek Converse di Universitas Dian Nuswantoro Semarang. Variabel kualitas produk dan citra merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan variabel Harga tidak berpengaruh terhadap keputusan pembelian sepatu merek Converse di Universitas Dian Nuswantoro Semarang.

Kata Kunci : kualitas produk, harga, citra merek, minat beli, dan keputusan pembelian

**The Influence of Product Quality, Price, and Brand Image on
Purchasing Decision of Converse Brand Shoes with Purchasing
Intention an Intervening Variable (Study on Students of Dian
Nuswantoro University of Semarang)**

IANATUZZULFAH

(Lecturer : Dr. Amron, SE, MM)

*Bachelor of Management - S1, Faculty of Economy &
Business, DINUS University*

www.dinus.ac.id

Email : 211201303003@mhs.dinus.ac.id

ABSTRACT

This study aims to analyze the variables of product quality, price, and brand image on purchasing intention and purchasing decisions of Converse brand shoes. Data collection in this study used questionnaires, which were distributed to consumer of Converse brand shoes at Dian Nuswantoro University of Semarang with the total of number 206 samples. Sampling technique that used was non probability sampling, with purposive sampling method. The data obtained and analyzed using Structural Equation Modeling (SEM). Based on the result study obtained that the product quality, price, and brand image have a positive and significant influence on purchasing intention of Converse brand shoes at Dian Nuswantoro University of Semarang. The variables of product quality and brand image have a positive and significant influence on purchasing decisions. While price variable has no influence on purchasing decision of Converse brand shoes at Dian Nuswantoro University of Semarang.

Keyword : product quality, price, brand image, purchasing intention, and purchasing decision